

THE OUTLET

Winthrop University Department of Mass Communication Newsletter

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A Message from the Editors

Dear Reader,

Welcome to the fall 2018 edition of The Outlet, the Department of Mass Communication newsletter, written, edited, and published by the Public Relations Writing and Production class.

Catch up on the department's events and achievements, and receive advice from fellow colleagues and alumni. Read about mass communication memories and finding the best study spots. We hope you enjoy the articles, pictures and department trivia!

Happy reading!

Maclane Riley, IMC '18
Ryan Kouame, IMC '19
Jill Derrick, IMC '19

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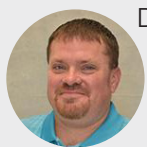
College of Arts & Sciences

Winthrop University
Department of Mass Communication
219 Johnson Hall, 1920 Alumni Drive
Rock Hill, South Carolina, 29733
masscomm@winthrop.edu
(803) 323 - 2121

New Faces, Make a Great Department

By Hunter Davis

The mass communication department welcomes two new faculty members.



Dr. Joseph Kasko is the department's newest assistant professor of mass communication. His primary focus is digital media. He has a doctorate and a master's degree in mass communication from the University of South Carolina. He previously taught classes at SUNY Buffalo State, the University of South Carolina, and Benedict College. Kasko has job experience in radio, broadcast, and print.



Mr. Emmanuel Nwachukwu is an instructor of mass communication. His primary focus is Integrated Marketing Communication. He has a master's degree in communication from Texas Southern University and is currently working towards a doctorate in mass communication from the University of Southern Mississippi. Professor Nwachukwu has taught public relations and media classes, and has professional experience. He enjoys research about the use of social media in developing countries.

A Student Favorite

By Faith Austin

Roberta Daniels is an outstanding and hardworking member of the mass communication department. She is a major asset to the department and a great help to students.

Mrs. Daniels, better known as Bert, joined the department in July of 2016, as program assistant for the mass communication department. Prior to this, she was a business administrator at a childcare development center. She has a heart for children of all ages and is excited to interact with students on a daily basis.

Although Bert wears many different hats, some of her duties include: informing students about current internships, job opportunities, special occasions and events, assisting students with the annual mass communication dinner, overseeing work-study students and supporting the Department Chair, Dr. Guy Reel, and all faculty members.

Bert prefers to remain behind the scenes, but the work she does never goes unnoticed. She keeps students informed about opportunities available on campus and in the community and often takes time out of her schedule to interact with students. Bert says one of the "bright spots" of her job is meeting and forming relationships with students.

Outside of work Bert enjoys cooking for her family and has a passion for improving child literacy in the York County community. She hopes one day to open a nonprofit organization focusing on elementary school children. The Department of Mass Communication, faculty and students are grateful for the work Bert continues to do here at Winthrop University.

IMC Advisory Panel

By Maclane Riley

The IMC Advisory Panel consists of alums, professionals and mass communication professors. The group met during the fall of 2018 to discuss ways to keep the IMC curriculum current and relevant given the ever-changing nature of the field. It was an opportunity to understand emerging industry needs and discuss how to best prepare graduates for the workplace.

Alumni who attended the event included:

- Sonja Burris, Sr. VP of Marketing and Communications, York County Convention and Visitors Bureau
- Josh Forte, Ecommerce leader, Comporium Communications
- Keith Patterson, Marketing Director, Charlotte Prime
- Anne Marie Holder, CEO Spark Creative
- Courtney Amos Mosely, Project Manager, Up & Up Agency
- Katie Price, Director of Marketing, Winthrop
- Marcia Merrill, Red Rover Communications
- Shea Blackston, President, BlackSton Brands
- Kristin Sigmon, Marketing Communications Manager for the Americas, Continental Tires

Alumni discussed the various trends they saw in industries, what they think would be coming down the pipe, and recommendations for skill and content areas that would be valuable to IMC graduates. They also gave suggestions on how to make the IMC program more dynamic and offered ways to improve the department's industry engagement.

Winthrop Close Up

Weekly Student-led News Show

New Equipment for Winthrop Close Up:

- New HD studio cameras
- New teleprompters
- News producing software
- TriCaster

The HD cameras have viewfinders that make framing shots easier and they also weigh half as much, making them quicker to move around the studio. The updated teleprompters are brighter and clearer to read.

Inception is new software that allows students to enter news scripts, assign them to an anchor, create a show rundown and generate a teleprompter script.

The TriCaster is a portable studio. It will allow students to produce a show on location with all the bells and whistles of a big studio/control room.

All in all this an exciting time for the broadcast students in the mass communication department

Special Topics in Mass Communication

The Department of Mass Communication offers special topics classes each semester. These 1-credit classes focus on current trends and needed skills in the communication field. Spring 2019 offers Digital Marketing and Strategy Analysis, Audio Production and Social Media for mass communication.

Digital Marketing Strategy and Analysis

Students learn technologies and theories centered around data analytics from experts in the field.

Audio Production

Students focus on improving their vocal communication skills using Adobe Audition.

Social Media for Mass Communication

Students learn how to use social media for promotional purposes.

Hidden Gems of Johnson Hall

By Da'Jah Garrick

Johnson Hall was completed in 1920 and named after the founding president David Bancroft Johnson. Johnson is most commonly known as the Performing Arts building but has housed many other majors including Mass Communication, Integrated Marketing Communication, and Digital Information Design majors. Aside from the dance studios, the studio theatre and classrooms, there are functions with which students may not always be familiar with or take advantage of. Here are a few "gems."

Within Johnson, you can find the Blackbox Theatre located on the ground floor. Occasionally plays or cultural events will take place in the Blackbox, so be sure to look on the bulletin boards around the building or keep up with emails so you don't miss them. The equipment room is where students can check out recorders and camera equipment for a day or weekend. Equipment is readily available, but limited in number. There are also three private editing rooms with Mac computers and other equipment that students may use for a more quiet workspace. Always pay attention to bulletin boards in the building, where study abroad opportunities, information about upcoming events and internship opportunities are posted.

Eagle Air is a student radio station in Johnson that many students may not know exists. New Winthrop professor, Joseph Kasko, has taken Eagle Air under his wing and is excited about the future possibilities. "Not many people know about the station, though it's just down the hall from the classrooms. Maybe more people would be involved if they knew it was here, so yeah the station probably is a hidden gem in this building," said Kasko. "It's been quiet for a while, but students are starting to get involved. We hope to get a regular schedule with announcers and hosts and update the music playlists," he says.

Take advantage of the amenities Johnson Hall has to offer. Maybe you can discover your own Johnson gems.

Being Soft-aware

By Nicholas Oxendine

Students are often faced with paying for expensive software programs that they might not truly need. Let's look at how Winthrop can help you get some really cool software for free.

'Let's talk Microsoft.'

Whether you have a Mac or a PC, Microsoft Office programs like Word, PowerPoint and Excel are free to all Winthrop students. Simply go to portal.office.com/ and log in using your Winthrop credentials, after that, just click 'Install Office' and boom. Free programs. Thank you, Bill Gates!

'Can you Photoshop me in?'

If you've ever been in need of a program like Photoshop, you're in luck. Photoshop has many uses than simply perfecting a selfie or erasing a background from a picture. If you're like me, photoshop flyers are my best friend because I create a lot of content for my classes. Photoshop, Spark and Lightroom are each available for \$9.99/mo. You can also get a student subscription to Adobe Creative Cloud (all Adobe programs) for \$19.99 a month at adobe.com/creativecloud/buy/students. However, online programs like Canva and Adobe Spark Post allow students to create different marketing materials for free! This program gives you the creative ability to upload your own pictures, so get creating!

'Google It.'

We all use Google's search engine to find what we need, but did you know that Google also offers online software platforms for free? Google offers multiple programs like Google Docs, Google Sheets and Google Slides which function much like Microsoft programs. Something unique that these programs offer is collaboration. You can work simultaneously in real-time with peers on the same document or presentation.

Meeting Degree Requirements

Need Help Keeping Track of Degree Requirements?

- 1) Talk with your advisor.
- 2) Use the Degree Works graduation tool
- 3) Plan ahead for the next semester.
- 4) Look up your capstone courses.
- 5) Know your major's requirements.
- 6) Don't be afraid to ask for an override.

Finding Your Niche

By April Moore

The integrated marketing communication major at Winthrop University is a multi-disciplinary program that teaches students how to brand and coordinate one unified message through various communication outlets. IMC students take classes in the School of Business and the Department of Mass Communication which builds skills ranging from accounting and crisis communication to graphic design. The knowledge and skills that IMC students develop make them well-rounded communication professionals.

The IMC program allows students to find their niche. Classes in the IMC program include advertising, storytelling, public relations, market research, media law, statistics, management, graphic design and even video production. The diversity of the program encourages and allows students to think outside the box, ensuring a wide range of choices in their career paths. Kaylin Suber, senior IMC major at Winthrop University says, "As an IMC major, I realized that public relations is perfect for me because it is a combination of media-related careers."

Internships help students determine which IMC career is a good fit for them. IMC students can choose many career options when seeking an internship. Internships can help a student grow.

Jobs Within Journalism

Content marketer
Copywriter
Corporate communications specialist
Editor
Grant writer
Public relations specialist
Reporter
Social media specialist

New Elective

The Department of Mass Communication will offer Social Media for Mass Communication (MCOM 495-006 as an elective in Spring 2019. This course allows students to explore social media beyond its everyday use for entertainment and learn from a professional social media guru, Dr. Arlecia Simmons. With the increase in internet use, social media has become instrumental in communication. In this course, students will learn and apply social media skills to receive and share information or opinions, connect with different people and conduct business using social media.

IMC Paths

Digital Marketing Specialist

A Digital Marketing Specialist is responsible for a company's online marketing campaigns, analytics, email marketing and search engine optimization.

Public Relations Coordinator

A Public Relations Coordinator is responsible for protecting a company's or individual's brand. You may be responsible for issuing press releases, arranging public appearances and managing social media.

Sales Executive

A Sales Executive researches and analyzes sales opportunities, builds and maintains relationships with clients and identifies product and service improvements.

Marketing Research Analyst

A Marketing Research Analyst performs research, collects and analyzes data to help make decisions concerning the marketing strategy of a company's products or services.

Advertising Specialist

An Advertising Specialist helps plan and execute advertising and promotional campaigns for a company's products or services.

Social Media Manager

A Social Media Manager develops strategies to engage with a company's target audience on different platforms, manages social media marketing campaigns and monitors social media trends.

Art Director

An Art Director is responsible for creating graphics for marketing campaigns and works closely with Advertising Specialists.

Learning Technology

By **Bobby Mcree III**
and **Rebecca Matsko**

Technology skills are important in the workplace and universities are creating curricula to address this area. Winthrop University offers a major that takes a unique path towards digital creation and collaboration. The Digital Information Design (DIFD) interdisciplinary major combines mass media, computer programming, graphic design and e-commerce for students looking to increase their technological skills.

The DIFD major is housed in the Department of Computer Science, but its digital mass media (DMM) concentration, requires students to undertake projects and studies in the Department of Mass Communication.

The Department of Mass Communication houses the integrated marketing communication (IMC)

and mass communication (MCOM) majors where students train for converged media, marketing and communication environments, and the journalism and broadcasting industries.

"Digital mass media students provide the skill set for storytelling and cultivating messages to attract an audience in the digital realm and we value their contribution to our department," says Nathaniel Frederick, associate professor of mass communication.

Like MCOM and IMC, DMM students focus on communicating and marketing to a mass audience using digital media such as email, social media, websites and Internet-based radio and television platforms. This adds a digital presence to traditional media such as newspapers, magazines, newsletters, tabloid press and other print publications. DMM students also learn web design and web content management.

"DIFD is very responsive to industry needs and prepares student to be successful. The curriculum for the major changes based on how the world changes," says Michael Whitney, professor of computer science and faculty member of the DIFD major.

For information on the digital mass media concentration classes and careers, visit www.winthrop.edu/cce/default.aspx?id=18616.

DIFD Concentrations

Web Application Design (WAP)

WAP students learn to develop the software that drives the World Wide Web.

Interactive Media (IM)

IM students focus on interface design and development of interactive content for electronic media.

Digital Commerce (DC)

DC students get a foundation in business and marketing principles for commercial and not-for-profit organizations.

Digital Mass Media (DMM)

DMM students concentrate on shaping Web content to address the requirements of particular audiences. Through information-gathering and writing with an emphasis on how digital technology reshapes traditional mass media and marketing communication functions, students can effectively communicate their messages to a mass audience across several channels.

“**Digital mass media students provide the skill set for storytelling and cultivating messages to attract an audience in the digital realm and we value their contribution to our department.**”

- **Nathaniel Frederick**, *Associate Professor of Mass communication*

What an Internship Can Do for You

By Erin Middlebrooks

The mass communication department encourages students to complete one or more internships to gain the competitive advantage of experience when they enter the job market.

Gaining real world knowledge beyond the classroom allows students to explore their career paths. Students can discover their passion and bring enthusiasm to their classes. Networking with professionals who value student skills can help students get into the industry they chose.

Another advantage of internships includes an easier transition into the workforce. A student who interned can adjust to the job with some familiarity, knowledge and experience.

Lastly, internships open students' eyes to the bigger picture and should be held high in importance for students seeking that ideal job.

Internship Preparation

As junior and senior years approach students in the mass communication department prepare for post-graduation and start looking for internships to help them prepare for the future. Of course, the infamous mandatory Internship Informational meeting, held every fall and spring semester, is the first step, but here are a few ways to find your internship before the deadline:

- 1) Have a few possible internship places in mind.
- 2) Go to networking events and get business cards from people with whom you'd like to keep in contact.
- 3) Don't be afraid to reach out to people or companies that provide internship opportunities
- 4) Start building your e-portfolio to showcase some of the work you've done over the years (even if it's images from an intro photography class).
- 5) And don't forget to check the mass communication website for more information and helpful tips:
www.winthrop.edu/cas/masscomm/default.aspx?id=19669.

Most importantly, don't stress! There are enough internships to go around.



Randi Moultrie '19

Mass Communication
Seacrest Studios, summer 2018

"My Internship at Seacrest Studios helped me to connect with lots of people and produce content that is relatable. I learned to be able to connect with everyone from kids to adults all through my radio/tv program. Also, working with kids and their families taught me that nothing can truly stop you from doing what you want in life as long as you're willing to work for it."

Sierra Kirby '18

Digital Information Design
Heybo Outdoors, fall 2018



"I learned time-management and the importance of deadlines. I'm was really uncomfortable talking in front of groups of people but, I learned how to present my ideas and fight for my ideas instead of being timid. I am now able to take critique without taking it personally."



Mariah Morris '19

Integrated Marketing Communication
Interstate Solution, summer 2018

"My Internship taught me more about Adobe programs, such as photoshop and Indesign. I also learned more about how a organization works. I got to see the daily tasks of some of the employees at the company."

Standing Tall in a Small Department

By Valerie Hicks

Being a small department on campus has its downfalls but it also has its advantages: There are many internship opportunities, you will have the same students in most of your major classes and you can become close with your professors.

How you can stand tall in a department that is small. Getting involved in on-campus organizations that pertain to the mass communication major such as Winthrop University Association of Black Journalist (WUABJ), Women in Communication (WIC) and student-published outlets, such as The Johnsonian and the Roddey-McMillin is a start. Joining these groups gives you the opportunity to interact with students and professors across campus while building your writing and interview skills.

Having strong relationships with your classmates and professors makes discussion in the course easier and more effective. Participating in class discussion helps you stand tall because professors will see that you are putting your best foot forward. Internship opportunities are plentiful in this department because there is a big need for interns in the communication field. Many students are able to complete more than one internship which looks good on a resume and to future employers.

New Girl on the Block | Her Campus

By Jill Derrick

Itzel Lara is president of the Winthrop University Her Campus chapter, an organization started on campus in 2015, by Carolyn Rennix and Catherine Lowe. The Her Campus organization has an impressive nationwide involvement with over 350 chapters in 11 countries.

This is Lara's first semester as president, but she has been a part of the Her Campus community for three years. Before becoming president, Itzel worked with Emily Murphy, former Winthrop's Her Campus president, who took the organization from eight members to more than 80 members.

"I want everyone to feel comfortable speaking to me because I want to lead our Her Campus chapter to success," says Itzel Lara, Her Campus president.

Winthrop's Her Campus has grown to the pink level, making Winthrop a top-ranked chapter. Reaching this level would be impossible without dedicated chapter leaders and members who put time and effort into making Winthrop Her Campus a priority. "A ton of hard work was accomplished by the co-campus correspondents, executive board members, chapter members, and our supporters," says Emily Murphy, 2017 Winthrop Her Campus president.

Her Campus is not only an exciting way to get involved on campus, but can lead to jobs in the future. Emily Murphy is now working full time for Her Campus Media in Boston, MA. She is the Business Development Coordinator and assists the sales and marketing team with outreach to brands and companies.

For more information about Her Campus visit www.hercampus.com/

Interview Preparation

- 1) Know 3-5 facts about company if you are asked during the interview.**
- 2) Be résumé ready.**
- 3) Make sure your resume is updated for the job for which you are applying.**
- 4) Dress for the job that you want, not the job you have.**
- 5) Come ready with questions:
What is the next step in this process?
Do you have any hesitations in my qualifications?**
- 6) Eat/drink/use the restroom before the interview.**
- 7) Give ample time to find parking and the building.**
- 8) Always arrive 10-15 minutes early.**
- 9) Be sure of your abilities and stay confident in the interview.**

Winthrop Study Abroad

Winthrop University has invested time and energy into developing relationships with other universities around the world. In the 2017/2018 school year, 191 Winthrop students took part in one or multiple study abroad experiences. Most students chose to study in England, Ireland, and Italy. Students said their global awareness has improved thanks into the study abroad program.

Currently, the Department of Mass Communication has six partnerships with international universities in Australia, Ireland, England, Spain, Norway and Sweden. Students interested in the study abroad program can get information at The International Center of Winthrop University: 218 Dinkins Hall or online international@winthrop.edu. Mass communication students can contact Bonnye Stuart, Study Abroad Coordinator, at stuartb@winthrop.edu.

Halloween: United States v. France

By Driton Bytyqi, French International Student

Halloween is a major holiday in the eyes of U.S. college students. Weeks before Halloween, students try to decide what characters they want to be.

Being a deranged psychopath or blood-sucking vampire is not a requirement in the United States where students think being a "house-bunny" or an Egyptian queen are good costumes. In France, students think differently. French students have massive parties like in the U.S., but they do not dress up like students in the U.S.

U.S. families carve pumpkins (like in France) in order to scare the bad spirits away. In the U.S. college students do more than just dress up; they make their houses look scary by putting up orange lights, fake bodies or fake spiders. In France, people often do not decorate their houses for Halloween. It is more common to do that for Christmas. In France, there are no Halloween parades like in New York and Las Vegas.

Food is important in the U.S, Brands like Starbucks have Halloween specials. Businesses in France used to have Halloween specials to push their sales for the month of October, but since the purchasing power has decreased, businesses stopped Halloween specials. In the United States, businesses such as Halloween Spirit have been created to offer costumes and decorations for Halloween.

On October 31, clubs and bars have Halloween celebrations whereas, in the United States, people start getting ready for Halloween around October 1. Some people in France think that Halloween is only an event that makes people spend money, and they see Halloween as an American event. The day after Halloween in France is a national holiday. November 1 is called "la Toussaint" which is the day when Catholics celebrate death and often go to cemeteries and put flowers on graves.

There are a few differences between Halloween in France and the United States, but the goal is the same in both countries: Having fun with friends and family.

Where Are They Now? | Feature

By Ryan Kouame



Anne Marie Holder '01

Integrated Marketing Communication
SPARK Strategic Ideas, CEO

Anne Marie Holder wishes she had slowed down and relished every minute of her undergrad career at Winthrop. Holder was involved in the ZTA sorority, completed internships and worked part-time while in school. She now realizes how special her time at Winthrop really was!

Throughout her career, Holder has worked with advertising agencies such as Corder Philips Wilson (CPW) and Loeffler Ketchum Mountjoy (LKM) working her way up from an account assistant to account executive to client manager. She even served as president of a small agency in Rock Hill before starting her own firm.

The former IMC student now runs a strategic branding firm called SPARK Strategic Ideas. Holder started the firm in 2008 and built a team to provide an integrated approach to advertising, marketing, public relations and social media for a variety of clients. She has a wide range of duties from agency operations to strategic planning for clients to new business development. The firm has worked with companies ranging from small businesses to big corporations like Bank of America, Duke Energy and Moe's Southwest Grill. Holder's plan is to continue to grow SPARK, both in terms of the number of employees and its range of clients.

“ I think the IMC program helped me immensely in my career. You learn to be a jack-of-all-trades and do a little bit of everything, which I think helps you to be a valuable asset to any business. You also can pitch in when others need assistance because of your broad experience in different areas. ”

- Katie Price

“ Students need to be aware of what type of role they are well-suited for before beginning their job search. For example, are they big-picture thinkers or do they love to be immersed in the details? Do they want to work in organized chaos or do they need to be in a structured environment? ”

- Anne Marie Holder

Katie Price '07

Integrated Marketing Communication
Winthrop University, Director of Marketing



Katie Price met her best friend and husband on the day she moved in--she describes this day and her experience at Winthrop as a huge milestone in her life! If she could do it all over again, her only wish is to have studied abroad and taken more advantage of the unique opportunities and experiences that the university offers.

Price landed her first job after graduation as Marketing Coordinator for the Arts Council of York County. Her healthcare marketing experience during her internship at Presbyterian Hospital (now known as Novant Health) catapulted her into a position as Public Relations Manager at Piedmont Medical Center. Price recognizes that the IMC program taught her the skills she's used in her career which eventually led her back to her old stomping grounds, Winthrop University.

Price is now the Director of Marketing at Winthrop University. Her role involves planning and managing marketing tactics that promote the university and aid enrollment and recruitment efforts. She has served in this position for three years and plans to continue to grow as Director of Marketing at Winthrop University. "I think the overall experience in IMC helped me immensely in my career," Price acknowledges.

Where Are They Now? | Continued

By Ryan Kouame



Jenna Drenten '07

Integrated Marketing Communication
Loyola University, Assistant Professor of Marketing

Jenna Drenten recalls the crucial impact that her tenure at Winthrop had on her career. From serving as Special Events Chair of DSU to performing research with professors Padmini Patwardhan, Cara Peters and Jane Thomas, Drenten's IMC skills launched her career in academia. "Winthrop's IMC program is unique because you get the best of business classes and communications classes. The hands-on group projects helped me the most by building my portfolio, learning the value of collaboration, and working with real-world clients," says Drenten.

After graduating from Winthrop, Drenten went straight to a doctorate program in marketing at the University of Georgia. Dr. Drenten is now an assistant professor of marketing in the Quinlan School of Business at Loyola University in Chicago where she teaches integrated marketing communication courses. She conducts academic research on interesting topics such as studying how consumers use social media in today's culture. Dr. Drenten's next step is to apply for tenure at Loyola University and get promoted to Associate Professor.

“ Replace “should” with “could.”
In college, I was focused on all of the things I thought I ‘should’ be doing like: I should get an impressive job, I should go to grad school, I should go to the gym, I should hang out with friends. Instead of feeling the pressure of all of the ‘shoulds’ in college, I wish I had treated them like choices. Replacing should with could is really powerful—try it! ”

- Jenna Drenten

Alumni Luncheon Fall 2018

University alumni serve as role models for current students. They provide insight and offer valuable advice that students can use to land their dream job one day.

The Winthrop University Department of Mass Communication recognizes the great services alumni can provide. The Alumni Association invited previous broadcast, integrated marketing communication, journalism and digital information design majors back to Winthrop to speak with current students.

Students ate lunch with alumni who have jobs in their desired fields and asked them questions about how they got to where they are today.

Alumni and current students had productive conversations while enjoying lunch on campus.

Taylor Simpson '18 Mass Communication WBTV Charlotte, Photojournalist



Taylor Simpson's favorite memory at Winthrop was being team manager when the basketball team won the Big South tournament and made it to the NCAA tournament. The thrill he felt rushing to the court and receiving his team ring is a moment he will remember for the rest of his life.

Simpson interned with CN2 and The Herald covering high school football. His impressive work at CN2 led to his current position as photojournalist at WBTV where he is now responsible for videoing stories and interviews to put on the newscasts. Simpson's position allows him to be on the scene of community events such as shootings and sporting events.

Simpson credits his skills to Winthrop Close-Up and having an internship. Close-up taught him to produce, anchor, report and put together a professional package to show professionals. His internship was helpful in building his network and learning new techniques from seasoned professionals and this experience led to him landing a job at WBTV. Simpson encourages students to apply for different internships and to go to conferences to network and improve their journalistic skills so they will be fully prepared to find a job after graduation.